ABSTRACT

A process for transmission of a digital televised broadcast including interactive advertisement sequences which can be activated at least in part by a television viewer including transmitting elemental advertisement components materialized in the form of codes calling up native functions, comprising components of "INITIALIZATIONS" defining positioning in a data structure of other components, components of "DRAWS" corresponding to graphic representations materialized in the structure in the form of codes calling up native factions of a host language of a digital terminal, components of "PALETTES" corresponding to color palettes and components of "SCREENS" corresponding to screen descriptions, and constructing an animated image by superposition of an animated image background corresponding to a principal broadcast and an image grouping together at least a part of elemental components by an execution program loaded in the digital terminal.